

ABSTRAK

The purpose of this research was conducted to determine the expectations of consumers regarding product quality to customer satisfaction Eiger. Furthermore, knowing things that need to be improved and things that need to be maintained by Eiger product.

This research was done by using descriptive research. This research was conducted by distributing questionnaires to the respondents, namely active student majoring in Marketing Management Telkom University. Sampling was conducted by sampling nonprobability. The data collected is of primary data derived from questionnaires and secondary data obtained from the web site, literature, and so on. Data obtained through questionnaires were processed and tested reliability and validity. Analisis techniques that digunakan this research using descriptive analysis and analysis of the importance of performance analysis.

From the research that has been done obtained results: Performance product quality Eiger included in either category, consumer expectations regarding product quality Eiger considered important, in terms of performance and satisfaction guarantees given Eiger product is still low compared with the expectations of consumers, so consumers were not satisfied. Things that should be improved by Eiger product contained in the 8 statement in mapping quadrants II and IV by using importance performance analysis, One statement is deemed important by the respondents to be enhanced by Eiger product is "Packaging Eiger highly variable". While the things that must be maintained by Eiger product contained in the 8 statement in mapping quadrants II and IV by using importance performance analysis, one statement Eiger product is included in both categories is the "Eiger durable products".